

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1. (currently amended): A method for monitoring the presence and/or movements of participants in a market research study, comprising:

providing signal transmitters at predetermined locations within a commercial establishment to wirelessly transmit location signals associated with the locations, wherein the signal transmitters are adapted to not transmit the respective location signals when the presence of a participant is not detected;

providing a wireless receiver to each of a plurality of participants in the market research study, the wireless receiver being adapted to be carried on the person of one of the participants and operative to receive respective ones of the location signals only when in a vicinity of each of the locations;

gathering data in the wireless receiver representing exposure of respective ones of the participants to one of media data and outdoor advertising;

associating time data with each of the respective ones of the location signals corresponding to a time of reception thereof; and

storing the received respective ones of the location signals and the associated time data within the wireless receiver for use in the market research study.

Claim 2. (original): The method of claim 1, further comprising comparing time data and location signals to produce data representing movement of particular participants in the commercial establishment over time.

Claim 3. (currently amended): A system for monitoring the presence and/or movements of participants in a market research study, comprising:

a plurality of signal transmitters provided at predetermined locations within a commercial establishment to wirelessly transmit location signals associated with the locations, wherein the signal transmitters are adapted to not transmit the respective location signals when the presence of a person is not detected; and

a plurality of monitors each adapted to be carried on the person of one of the participants in the market research study, wherein each of the monitors comprise:

~~includes~~ a wireless receiver operative to receive respective ones of the location signals only when in a vicinity of each of the locations,

a clock for producing time data associated with each of the respective ones of the location signals when received by the wireless receiver, and

a memory coupled to the wireless receiver and to the clock for storing (a) data representing exposure of the participant to one of media data and outdoor advertising, and (b) the received respective ones of the location signals and the associated time data within the wireless receiver for extraction and use in the market research study.

Claim 4. (currently amended): The system of claim 3, further comprising a processor ~~provided with~~ for processing the time data and the location signals to compare the time data and the location signals to produce data representing movement of particular participants in the commercial establishment over time.

Claim 5. (currently amended): A method of gathering data representing customer behavior in a commercial establishment, comprising:

providing a layout map representing a plurality of locations within a commercial establishment, wherein each location includes a signal transmitter for transmitting location signals associated with the locations, and wherein at least one of the signal transmitters is adapted to not transmit the respective location signals when the presence of a panelist is not detected;

providing a portable monitor to each of a plurality of panelists participating in a customer behavior study to be worn thereby;

gathering panelist presence data in the portable monitors representing a presence of respective ones of the panelists at identified ones of the locations within the commercial establishment, wherein the presence data further comprises data representing exposure of respective ones of the panelists to one of media data and outdoor advertising; and

associating the panelist presence data with the plurality of locations represented by the layout map.

Claim 6. (currently amended): The method claim 5, ~~wherein~~wherein gathering data comprises receiving wirelessly transmitted location indicating data in the portable monitors representing ones of the locations within the commercial establishment.

Claims 7-8. (canceled).

Claim 9. (currently amended): The method of claim 5, ~~comprising~~comprising providing time data defining a time base within each of the portable monitors, and associating the time data with the panelist presence data received in the portable monitors.

Claim 10. (currently amended): The method of claim 9, comprising ~~gathering media exposure data in the portable monitors representing exposure of respective ones of the panelists to media data, and~~ associating the time data with the media exposure data.

Claim 11. (currently amended): The method of claim 9, comprising ~~gathering outdoor advertising data in the portable monitors representing exposure of respective ones of the panelists to outdoor advertising, and~~ associating the time data with the outdoor advertising data.

Claim 12. (currently amended): The method of claim 5, ~~comprising~~comprising associating wherein the media exposure data comprises data representing products offered for

sale and/or displays of products offered for sale with selected ones of the plurality of locations represented by the layout map.

Claim 13-22. (canceled).

Claim 23. (currently amended): A method for monitoring activity of participants in a market research study, comprising:

providing a plurality of signal transmitters at respective locations within a commercial establishment, each of the signal transmitters operative to wirelessly transmit a respective location signal, wherein the signal transmitters are adapted to not transmit the respective location signals when the presence of a participant is not detected;

providing to each of a plurality of participants in the market research study a respective wireless receiver operative to receive respective ones of the location signals transmitted by the signal transmitters when the participants move throughout the commercial establishment;

gathering data in the wireless receiver representing exposure of respective ones of the participants to one of media data and outdoor advertising at the respective locations;

associating time data with each of the respective ones of the location signals corresponding to a time of reception thereof~~carrying by at least one of the participants in the market research study the respective wireless receiver while moving through the commercial establishment;~~ and

storing by the wireless receiver data representing the location signals received by the wireless receiver and associated time data for use in the market research study.

Claim 24. (previously presented): The method of claim 23, wherein providing a plurality of signal transmitters comprises providing the plurality of signal transmitters in respective vicinities of products offered for sale; and each of the wireless receivers is operative, when in the vicinity of one of the products offered for sale, to receive the location signal transmitted by the respective signal transmitter placed in the vicinity of said one of the products offered for sale.

Claim 25. (previously presented): The method of claim 23, comprising associating each of the signal transmitters with a respective product or advertisement; and wherein each of the transmitted location signals is adapted to be received by one of the wireless receivers only when said one of the wireless receivers is located in an area in which the product or advertisement associated with the signal transmitter transmitting the respective location signal can be perceived by the participant carrying said one of the wireless receivers.

Claim 26. (canceled)

Claim 27. (currently amended): The method of claim 23, comprising ~~transmitting~~transmitting, by a selected one of the signal ~~transmitter~~transmitter, commercial establishment data identifying the commercial establishment;

wherein each of the wireless receivers is operative to receive and store the transmitted commercial establishment data.

Claim 28. (previously presented): The method of claim 23, comprising disposing one of the signal transmitters in proximity to an entrance of the commercial establishment; and wherein each of the wireless receivers is operative to receive the location signal transmitted by said one of the signal transmitters only when the respective wireless receiver is disposed in proximity to the entrance of the commercial establishment.

Claim 29. (previously presented): The method of claim 23, further comprising downloading the data stored within each of the wireless receivers to a centralized processor utilizing respective base stations associated with the participants.

Claim 30. (currently amended): A system for monitoring activity of participants in a market research study, comprising:

a plurality of signal transmitters disposed at respective locations within a commercial establishment, each of the signal transmitters operative to wirelessly transmit a respective location signal only when the presence of a participant is detected by the signal transmitter;

a plurality of wireless receivers, each of the wireless receivers being carried by a respective one of a plurality of participants in the market research study and operative, when disposed in the commercial establishment, to receive respective ones of the location signals transmitted by the signal transmitters, gather respective ones of data representing exposure to one of media data and outdoor advertising, associating respective time data corresponding to a time of reception of the location signal in each wireless receiver and to store data representing the received location signals and associated time data.

Claim 31. (previously presented): The system of claim 30, wherein the signal transmitters are disposed in respective vicinities of products offered for sale within the commercial establishment; and each of the wireless receivers is operative, when in the vicinity of one of the products offered for sale, to receive the location signal transmitted by the respective signal transmitter disposed in the vicinity of said one of the products offered for sale.

Claim 32. (previously presented): The system of claim 30, wherein each of the signal transmitters is associated with a respective product or advertisement; and each of the transmitted location signals is adapted to be received by one of the wireless receivers only when said one of the wireless receivers is located in an area in which the product or advertisement associated with the signal transmitter transmitting the respective location signal can be perceived by the participant carrying said one of the wireless receivers.

Claim 33. (canceled).

Claim 34 (previously presented): The system of claim 30, wherein at least one of the signal transmitters is operative to transmit commercial establishment data identifying the commercial establishment; and each of the wireless receivers is operative to receive and store the transmitted commercial establishment data.

Claim 35. (previously presented): The system of claim 30, wherein one of the signal transmitters is disposed in proximity to an entrance of the commercial establishment; and

wherein each of the wireless receivers is operative to receive the location signal transmitted by said one of the signal transmitters only when the respective wireless receiver is disposed in proximity to the entrance of the commercial establishment.

Claim 36. (previously presented): The system of claim 30, further comprising a plurality of base stations, each of the base stations associated with a respective one of the participants of the market research study and operative to download the data stored within the respective wireless receiver to a centralized processor.

Claim 37. (currently amended): A method for monitoring activity of participants in a market research study, comprising:

providing a plurality of signal transmitters on or within proximity to respective products or advertisements ~~disposed inside~~ related to a commercial establishment, each of the signal transmitters operative to wirelessly transmit (a) a respective transmitter ID signal associated with a respective one of said products or advertisements, and (b) a location signal associated with the respective location of the product or advertisement, wherein the location signal is not transmitted if the presence of a participant is not detected;

providing to each of a plurality of participants in the market research study a respective wireless receiver operative to receive a transmitter ID signal and location signal transmitted by one of the signal transmitters when in proximity to said one of the signal transmitters, wherein the wireless receiver gathers data representing exposure to one of media data and outdoor advertising representing respective products or advertisements, and wherein the wireless receiver associates time data with each of the location signals corresponding to a time of reception of a respective one of the location signal and ID signal ; and

~~carrying by at least one of the participants in the market research study the respective wireless receiver while moving through the commercial establishment; and~~

storing by the wireless receiver data representing each of the transmitter ID signals, location signals and time data received by the wireless receiver.

Claim 38. (previously presented): The method of claim 37, wherein the respective transmitter ID signal of each of the signal transmitters is associated only with the respective one of said products or advertisements.

Claim 39-40. (canceled).

Claim 41. (previously presented): The method of claim 37, wherein at least one of the signal transmitters is operative to wirelessly transmit the respective transmitter ID signal as an inaudible code disposed within an acoustic signal; and each of the wireless receivers is operative to receive the acoustic signal and extract the inaudible code disposed therein.

Claim 42. (previously presented): The method of claim 37, comprising providing each of the wireless receivers with a GPS receiver operative to receive GPS signals and to identify a location of the wireless receiver based on the received GPS signals; each of the wireless receivers operative to store the location of the respective wireless receiver along with the transmitter ID signals received by the respective wireless receiver.

Claim 43. (new): A method of gathering market research data in a portable monitor carried by a panelist in a market research study, comprising the steps of:

receiving location signals from a plurality of signal transmitters associated with specific locations within a commercial establishment, wherein a respective location signal will not be received from the transmitter if the portable monitor's presence, in the vicinity of the respective location, is not detected by the transmitter;

associating time data with the respectively received location signal corresponding to a time of reception thereof from a respective signal transmitter;

producing presence data within the portable monitor indicating presence of a panelist at the specific locations; and

producing one of media data exposure data and outdoor advertising exposure data using the presence data and associated time data within the portable monitor for use in the market research study.



Claim 44. (new): The method of claim 43, comprising calibrating an inertial monitoring unit within the portable monitor based on the respectively received location signal and determining a presence at a plurality of locations within the commercial establishment by means of the calibrated inertial monitoring unit.

Claim 45. (new): The method of claim 43, wherein the step of producing presence data comprises producing data based on the received wirelessly transmitted location signal by means of one of (a) an angle of arrival technique, (b) a time difference of arrival technique, (c) enhanced signal strength technique, (d) a location fingerprinting technique and (e) an ultra wide band location technique.

Claim 46. (new): The method of claim 43, wherein the step of producing media data exposure is based on acoustic media data received by the portable monitor.